



Tobacco
Institute
Testing
Laboratory

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Ed Wickham

RECEIVED

FEB 21 1975

W. WAKEHAM

February 20, 1975

TO: Board of Directors of T.I.T.L.
FROM: William L. Steele
SUBJECT: Test Results for Market Sample No.16

Enclosed are the test results for the latest survey, Market Sample 16. The data for this test show an overall mean increase of 0.5 mg "tar" and 0.06 mg nicotine.

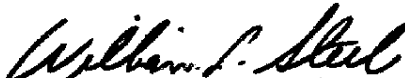
The data presentation has been changed slightly by the addition of two new listings for "tar" and nicotine, one listing brand results by company and one listing brand results alphabetically without other data and statistics. These two plus the ascending "tar" list are bound separately.

Results of statistically testing individual brands for significant changes are attached. Plus and minus signs indicate the direction of change since the last test. How many of these changes can be accounted for by test variability, real brand changes, or other factors is unknown.

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February 20, 1975

Ranking of brands according to "tar" values was done prior to rounding. Using an additional decimal point, virtually eliminates ties.


William L. Steele

WLS/ps
Enclosure

The Board of Directors of T.I.T.L.

Dr. William W. Bates
Dr. Ivor W. Hughes
Dr. Preston H. Leake
Dr. Murray Senkus
Dr. Alexander W. Spears, III
Dr. Helmut Wakeham ✓

cc: Dr. W. B. Bennett, Jr.
Senator Earle C. Clements
Mr. W. Brooks George
Mr. Thomas W. Holley
Mr. Horace R. Kornegay
Mr. Frank Resnik
Mr. Allan Topol

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